

Print to Post

..... Your quarterly source for printing and mailing information



State Mail hand cart. We dug it out of the back room and hosed it off for this picture. But it still has plenty of original 'patina.' They don't make them like this anymore. Thank goodness.

In this issue

Campus mail celebrates 40 years Page 1

New digital press Page 2

PRT Sponsors NGPA Conference Page 2

Success Stories

Employment security savings Page 3

Going the extra mile Page 3

PRT/CMS customer forum Page 3

Sorting it out Page 3

Does size matter Page 4

Computer Tips & Tricks Page 5

Campus mail envelopes Page 5

USPS pricing changes for 2008 Page 5

PRT/CMS New Employees Page 6

Print assessment Page 7

Where are they now? Page 7

Dates to remember Page 8



Campus mail celebrates 40 years!

What a difference 40 years makes! In 1968, a first class stamp cost six cents, a gallon of gas was thirty-four cents, and Campus mail began service for a handful of state agencies with one driver, on one route, and in one vehicle. The operation was based out of the 'Institutions' building and was known simply as State Mail Services. Walt Oldham was the original driver who provided pick up and delivery service for the inter-agency mail.

Over the next two decades State Mail experienced steady growth. Additional drivers were added, mail had to be sorted out into 5 different bins, and the operation had to relocate to the basement of Office Building 2. Most of the deliveries were within the City of Olympia, where the majority of state offices were located. As mail volume grew, routes were added. The name "country" was given to the route going to Lacey because it seemed so far out!

In 1991, State Mail Services was renamed Consolidated Mail Services and moved to its present day location on Cherry St. It began operating as a full service

mail provider for state agencies, processing incoming mail from the US Postal Service and outgoing mail leaving the state system. Today, Consolidated Mail Services has 22 drivers, 15 delivery routes, and 19 vehicles delivering to 1,167 locations in Western Washington daily. The staggering totals include 270,000 deliveries, 468,000 miles driven, and 24,000 miles walked each year. CMS also sorts 7.4 million pieces of incoming mail, 2.4 million pieces of campus mail,

Today, Consolidated Mail Services has 22 drivers, 15 delivery routes, and 19 vehicles delivering to 1,167 locations in Western Washington daily.

inserts over 22 million pieces, and presorts 34 million letters. In total, CMS employs 70 people, and operates 24 hours a day, six days a week.

The past 40 years have brought many changes to the mail industry and to CMS. CMS operations now include management of sophisticated IT systems; X-ray scanning, Palm technology, GPS mapping, server based inserting, national mail tracking, and full time in house equipment maintenance.



Continued on page 7

In 1968...

- Lyndon Johnson was President, Richard Nixon was elected President.
- Martin Luther King, Jr. and Robert Kennedy were assassinated.
- Unemployment 3.8%.
- Median income was \$7,743.
- 60 Minutes aired for the first time.
- Cost of a new home was \$16,500.
- Cost of a new car/truck was \$2,500-\$3,000.
- Apollo 8 orbited the moon.



Print to Post

Is a quarterly publication of the Washington State Department of Printing and General Administration's Consolidated Mail Services. The newsletter is designed to inform our customers and other interested parties about the latest services, industry news and technological advances from both organizations as well as printing and mailing in general.

Volume 2, Issue 5 / First Quarter 2008

Editorial Board:

Star Bear

PRT Graphic Design Services Manager

Jason Bippert

PRT Customer & Production Services Manager

Pam Derkacht

PRT Customer Services Assistant Director

Kathy Forbes

PRT Executive Assistant

Jolaine Swanda

PRT Customer Education Specialist

Diane Wilkinson

CMS Customer Service Manager

Chris Cantrell

CMS Customer Service Specialist

Contributors:

Jean-Luc Devis – *PRT Director*

Linda Villegas Bremer – *GA Director*

Greg Lawrence – *CMS Operations Manager*

John Conley – *CMS Inserting Supervisor*

Keri Wallis – *PRT CSR*

Darrell Pruett – *PRT Graphic Designer*

Doug Rohr – *CMS Outgoing Mail Manager*

John Ensley – *CMS Presort Manager*

Ron Anderson – *CMS Distribution Manager*

Production Notes:

Printed in Pantone 5115 and Black on

70# Expressions text, Prairie 30% Post-Consumer Waste

PRT Mailing Address:

Washington State Department of Printing

PO Box 798

Olympia, WA 98507-0798

Mail Stop: 47100

Web site: www.prt.wa.gov

Phone: (360) 570-5555

Fax: (360) 586-8831

TTD: (360) 570-5069

Distribution Notes:

Most of the copies of this newsletter were sorted at the CMS facility and sent through campus mail. Copies for recipients not on the campus mail system were sorted by the CMS Outgoing Department and mailed Presort Standard through the USPS at a discounted postage rate.

CMS Mailing Address:

Consolidated Mail Services

PO Box 41050

Olympia, WA 98504-1050

Web site: www.ga.wa.gov/mail

Phone: (360) 664-9507

Fax: (360) 586-9620



New Digital Press

As you enter the lobby of the Department of Printing (PRT), you can't help but notice the antique printing presses on display. What might surprise our customers is that those machines were operated at the Department of Printing up until the 1960s and early 70s. Use of early printing equipment was one of the many steps taken to bring PRT to where it is today – a highly respected printing facility that is recognized nationally as a leader in the industry.

Variable data allows each printed piece to contain information pertinent to each individual.

Being a leader in any industry requires that a company know and understand the important aspects of its business and customer needs, while adapting to those needs. The Department of Printing recognized those needs over the years and made changes to replace that antique printing equipment.

As time has moved forward PRT continues to recognize customers' changing needs. Increasing cost of warehousing has caused our customers to request much smaller quantities, on a more frequent basis and

often with very short turnaround times. Added

to shorter runs, the customers are asking for affordable color and variable data. Variable data allows each printed piece to contain information pertinent to each individual. Color allows the eye to be drawn to items that need to be emphasized; while variable data makes the printed piece personal. The Department of Printing listens to its customers and is obtaining equipment that will allow its customers to receive high quality digital color printing at an affordable price, while reducing the time required to produce the product. This new digital press will allow PRT to personalize each printed piece. Think about brochures, tax statements, posters and mailers that are personalized, conveying the message that we as a government entity care about you as an individual.

To learn more about how digital printing can benefit you, visit our website at www.prt.wa.gov or contact our Customer Service Representatives at (360) 570-5555. Plant tours are available. We are eager to show you what the Department of Printing can do for you.



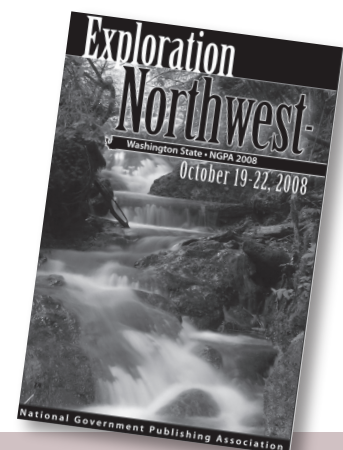
PRT Sponsors NGPA Conference

The National Government Printing Association will hold its annual national conference in Bellevue Washington, October 19-22, 2008.

"Exploration Northwest" will be hosted by the Department of Printing to provide an educational and informative atmosphere for printing experts from all over the United States. This conference allows its attendees the opportunity to network with their peers in the industry, as well as acquire knowledge of technological improvements, changes in industry standards, and a variety of other subjects affecting government publishing.

City, county and state printing professionals will benefit from the expertise shared at this

conference. Watch for more information in future issues of *Print to Post* or contact Dan Swisher, Department of Printing, (360) 570-5555.



Success Stories

Employment Security Postage Savings

A recent cooperative partnership of the Employment Security Department (ESD), the Department of Printing (PRT), and Consolidated Mail Services (CMS) has developed a way to save the state money. PRT produces the *5208 Tax Form to Employers* for the Employment Security Department (ESD), which were printed, inserted and mailed regular first class by PRT. The Department of Printing now prints and inserts the pieces in window envelopes containing a pre-sorted, first class postal indicia, and sends them to CMS to go through the Optical Character

Reader (OCR). CMS co-mingles these pieces with all outgoing state mail, enabling them to be sent at a lower postal rate based on higher overall volume. According to Mary MacLennan Management Analyst, Employment Insurance Division, this saves ESD \$80,000 in postage annually.

If you would like to see how our partnership can benefit your agency, contact a Customer Service Representative at the Department of Printing by calling 360-570-5555 or Consolidated Mail Services at 360-664-9507.

Going the extra mile - literally!

The flooding in December of 2007 created a challenge for the CMS delivery team. I-5 was closed for 20 miles at Centralia-Chehalis with frontage and county roads also blocked, making travel impossible. For the first time in the history of CMS the route going south to Vancouver was cancelled. CMS driver Nick Loughheed, who was familiar with Lewis County and surrounding area took it upon himself to look the area over on his scheduled day off. By the second day of the flooding he was prepared to go around the I-5 closures and provide Campus Mail Service to any of our customers who were open. The Bremerton to Hoquiam area driver, Mike Vant, followed backhoes clearing mud slides, and called customers along the way to see if they were open for business. CMS would like to recognize Mike and Nick for going above and beyond the call of duty in their dedication to customer service.

PRT/CMS Customer Forum – Sustainability

May 29, 2008 9:00 AM TO 12:00 NOON

The Department of Printing and Consolidated Mail Services are partnering once again and inviting customers to a sustainability forum on Thursday, May 29, 2008. Come and learn about:

- Paper industry facts and importance of sustainability
 - Post consumer waste (PCW)
 - Forest Stewardship Council Certification (FSC)
 - Renewable Energy
 - Carbon Neutral
- Sustainable organizations in and out of the paper industry
- Showing your savings and making a difference

The Department of Printing will host this event at our main plant in Tumwater. Let us show you how to make choices that will positively impact global warming.

Pre-registration is suggested as we have a maximum attendance of thirty people.

This 3-hour event will include:

9:00 am – 10:30 am Printing Plant Tour

10:30 am – 12:00 noon Sustainability

Call Jolaine Swanda, (360) 570-5027 or email at jolaine@prt.wa.gov

Sorting it out

Since its inception, one of Consolidated Mail Services' driving concerns has always been management of costs for state agency postage. One way to save postage is to presort mail into groups of like zip codes. It is for this reason CMS began its presorting operation in October of 1991. One of our first purchases was an Optical Character reader (OCR). This is an approximately 6 feet high, 68 feet long piece of computerized equipment that reads a piece of mail for address information, labels it with a barcode, and sorts it into bins of corresponding zip codes at speeds up to 10 letters a second. By the turn of the century CMS was presorting 27 million pieces a year saving the State of Washington approximately 2.2 million dollars in postage.



In 2007, CMS saw its mail processing volume grow by 7.9 million pieces annually and is projected to presort over 34 million pieces of mail this year alone.

Presorting mail for over 100 customers is no easy task. Even with the OCR's 64 bins, CMS staff had to run 65% of each day's mailing a second time to fully sort to

Continued on page 8

DOES SIZE MATTER?

There is a lot more to business reply mail than meets the eye. The size of your envelope or postcard makes all of the difference in the world. Why? Surcharges—those nasty little expenses added to the cost of your mail by the United States Postal Service (USPS) when it does not meet the required dimensions for standard first-class mail. Size and thickness of the mail piece are key to saving money.

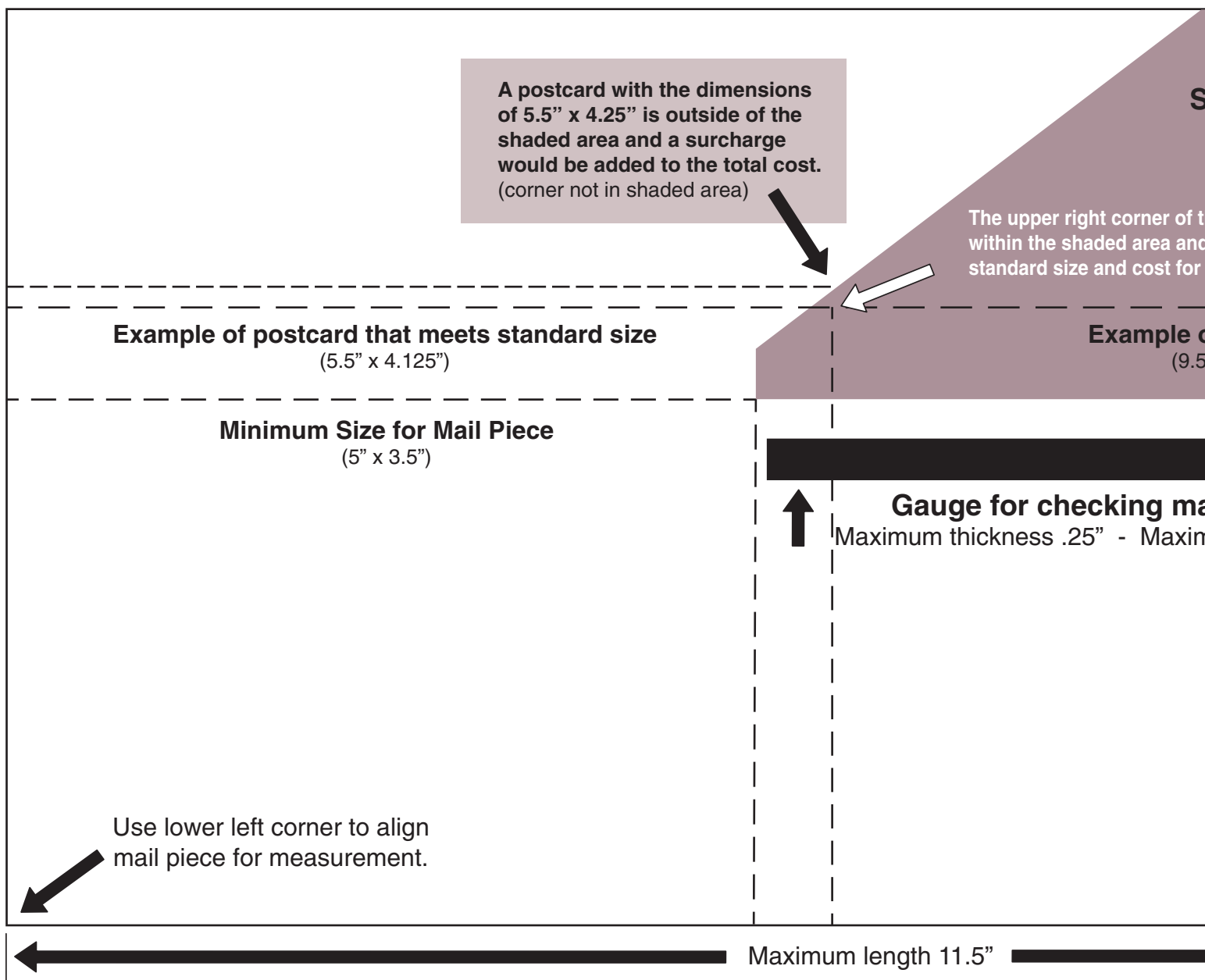
When designing your next postcard, please note that 4 1/4" by 5 1/2", design size does not meet the ratio and will incur surcharges.

Did you know the maximum thickness for letter-size mail is 1/4 inch? The maximum

height is 6 1/8 inches; 11 1/2 inches is the maximum length. If the letter exceeds any of these dimensions, a surcharge will be added to the overall costs of the mail.

Fortunately, a template has been created by USPS for checking letter-size mail. This guide provides information for the proper height to length ratio along with a gauge for checking the maximum thickness of a letter. The shaded areas on the template show the

Example of Letter-Size Mail Dimensional Standard



dimensions for postcards and standard first-class mail sizes.

The minimum size for a postcard is 3 1/2 inches by 5 inches, while the maximum size is 4 1/4 inches by 6 inches. The optimum postcard dimensions are 4 1/8 inches by 5 1/2 inches, minimizing material and postage costs. The upper right corner of the standard postcard or letter should always fall within the shaded area of the template.

Weight is another contributing factor that affects cost. If it weighs more than one ounce, the mail piece is considered non-standard and a surcharge is added. Learning to use this template can help avoid additional postage costs and save your agency or organization a great deal of money over time. These templates can be ordered from CMS by contacting Chris at ccantre@ga.wa.gov, an example of the mail template is shown.

Computer Tips & Tricks ...

This quarter's hint is for WORD documents and comes from PK Dan, WSLCB: To toggle through the 3 case changes, all lower case – sentence case – upper case: highlight the area you are working on and Click SHIFT F3.

Do you have a terrific computer trick that you learned from a co-worker, your brother-in-law or your techno savvy Great Aunt Betty? Send those tips to Kathy@prt.wa.gov and we will feature it in an upcoming issue of Print to Post.

Standard Template

Standard Sizes for 1st Class Mail (use shaded area)

The mail fits
and meets the
1st Class.

of #10 envelope
(4.125" x 4.125")

Mail thickness
Maximum height of 6.125"

Campus Mail Envelopes

Since 1968 – that's how long you've been purchasing campus mail envelopes from Central Stores. Beginning May 1, 2008, Consolidated Mail Services will be your source. The envelope is still the same time tested design. They're still recyclable and inexpensive. Initially, only the most popular size, the 10 inch by 13 inch, will be available.

Now that CMS is the resource for purchasing new Campus Mail envelopes, we're trying to simplify the ordering process. Here's our commitment to you: any order made by 5:00pm will be shipped to you the next day. If you are already a CMS customer with a mailstop, your CMS driver will bring them the following business day when we deliver your campus mail.

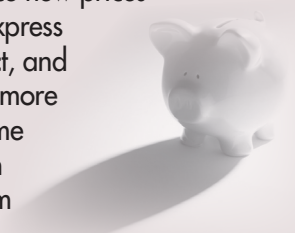
For pricing, please go to our website at www.ga.wa.gov/mail.

Select *Ordering New Campus Envelopes*. You may also order by:

- E-mail at CMSmail@ga.wa.gov
- Calling the CMS supply line at (360)-753-5443

USPS pricing changes for 2008

US Postal rates will increase May 12, 2008. The cost for a first class stamp will increase from 41 cents to 42 cents. Future rates will be evaluated annually and adjusted based on inflation rates in subsequent Mays. The US Postal Service plans to announce new prices for shipping services such as Express Mail, Priority Mail, Parcel Select, and International Mail as well. For more information go to the USPS home page at USPS.com and click on the new prices link in the bottom right corner.



Print to Post Personnel



Crystal Hart
*Performance
Management Analyst*

Crystal moved to the Department of Printing from the Department of Labor and Industries on January 16, 2008. Crystal is the first to fill this new position, managing many of the performance reports we're legally required to submit to the Governor's Office and the Office of Financial Management.

Crystal is devoted to customer service with over 16 years of experience in helping leaders and teams get better results and develop skills. She will assist us with improvement initiatives, and training programs development. Crystal will also collaborate with other agencies to identify market penetration opportunities while saving customer dollars.

Crystal is the proud mother of 10 year old twins Michael and Cheyenne. In her free time, she enjoys writing songs and singing in a local rock band. She is enjoying learning about the important work done by PRT and is very excited to join this talented team.



Dan Paulsen
Office Support Supervisor I

Dan started with CMS March 25, 2006 as an Office Assistant, and was promoted to Office Support Supervisor as of December 2007. He now oversees the day shift operation that processes the mail going to the Postal Service and is currently serving as CMS Safety Officer.

Dan has a college degree from Pierce College and comes to us with a diverse background of experience. Prior to joining state service, Dan owned his own pressure washing business and worked in the maintenance field.

Dan has five children ranging in age from 11 to 21 years, and is engaged to a wonderful woman named Dixie. Dan's 'off' time is occupied with housework and golfing. His favorite course is Capital City.



Chris Cantrell
Customer Service Specialist II

Chris is the newest addition to Consolidated Mail Services administrative team as of January 16, 2008, where he

will be working closely with Diane Wilkinson to address Customers' questions and concerns.

Although this is Chris's first experience with state employment, he comes to CMS with several years of office experience. In the past, Chris has been an Area Manager for an inventory company, a District Manager for a newspaper circulation department, and an opening team member for Lowes at its new Lacey store location.

When Chris is not hard at work for CMS, he actively supports the theatrical community of the South Sound and has been involved in several recent productions in the Olympia/Tacoma area.



Richard Fike
Truck Driver 1

Richard joined the CMS Distribution team as a Truck Driver 1 in April 2007.

Before coming to CMS, Rick spent 28 years in the electrical wholesale business. When the local company he worked for was sold to a large corporation, he decided to try a change of venue.

Rick's mail delivery route, services the Capitol campus area totaling 98 different locations daily. His duties really keep him moving, as he drives 21 miles, and traverses more than 10 miles each day by foot. He enjoys the camaraderie of each office, and greets each customer with a warm smile. Many of his customers claim he is the best thing that has happened to their mail.

When Rick is not making his rounds, he enjoys several outdoor hobbies such as fishing, hunting, and motorcycle outings on summer weekends. He greatly appreciates the help and understanding of his fellow drivers, and encouragement from all of the CMS staff in transitioning into this position.



Mary Smith
Fiscal Analyst 2

Mary began working at the Department of Printing on January 29, 2008.

She has over 20 years of accounting experience. She has held positions in city government, dairy manufacturing, retail accounting, accounts payable, accounts receivable and cost accounting.

Mary is the mother of two children, a daughter 22 and a son 19. She also has a few dogs and a cat. She enjoys reading and swimming in her spare time. Mary is a Seattle native and currently lives in Chehalis.



Paul Schoeller
Bookbinder 3

Paul Schoeller joined the Department of Printing as a temporary employee on December 3, 2007

and was hired into his permanent position on February 4, 2008.

Paul comes to us with a wide range of experience. His most recent position was as a bindery employee with a local printer, where he performed such processes as collating, jogging, feeding the cutters, shrink-wrapping, and other duties.

Paul enjoys snowboarding, reading, and taking care of his pets: 3 dogs, 3 cats, and 9 chinchilla's. In his spare time, Paul owns and operates a longstanding landscaping company.



Michael Diaz
Payroll Coordinator/FA2

Michael Diaz joined state service at the Department of Printing on November 26, 2007. He serves as the Payroll Coordinator/FA2 at the main PRT plant.

Michael has been in the accounting field for nearly 7 years. He brings a wide range of experience including customer service, accounts receivable, accounts payable, payroll, general ledger work, and reconciliations.

Michael and his family just moved back to Olympia this summer after spending two years in California's Silicon Valley, where he's originally from. Mike and his wife Nicole have two daughters, Taylor, 10 and Rylee, 5.

Have you had your Print Assessment done yet?

What is a Print Assessment?

It is an evaluation by an outside company that looks at your office/agency's document output as a service. All office equipment (copiers, scanners, printers, and fax machines), in-house production printing and use of vendor print contracts are evaluated and suggests methods of consolidation. The information and knowledge derived from a Print Assessment moves agencies from a decentralized print acquisition model to a position of strategically and comprehensively managing their print expenditures.

Why is a Print Assessment important?

Agencies have struggled to discover the best method to obtain print. Should they continue to invest in their own capital intensive print shops and copy centers? Is a centrally located printer more cost effective than a conveniently located desk-top printer? Today's office environment has changed significantly over the past few decades. New technology such as Multifunctional Devices provide the functions of copying, scanning, printing,

and faxing all in one machine, with obvious advantages in speed and ease.

Most organizations have too many output devices, particularly costly desk-top printers. The proliferation of desk-top devices and a decentralized approach to print acquisition is ripe for a Print Assessment.

What are the benefits of a Print assessment?

- Controls costs of the print environment by treating print purchases, internal and external printing, copying, scanning, and faxing as a single coordinated service designed to support the core business mission.
- Provides a single integrated process where equipment is supplied, maintained, and supported to help the agency achieve efficiency, operating in the most cost effective manner.
- Helps agencies identify the actual cost to produce documents.
- Assists agencies to develop consistent rules and guidelines for document production.

- Informs agencies of current technologies, and provides a tool to determine the best use of print spend.

How can I get a Print Assessment?

The Washington State Department of Printing is taking a leadership role in assisting agencies with assessing their enterprise-wide print spend through this best practice. The assessments are bid out and thoroughly performed by third party vendors. Upon completion, the agency will receive a well detailed assessment to use as a benchmark and roadmap for improvement.

For the current biennium the Department of Printing is measuring and reporting the number of agencies adopting the practice of Print Assessment to the Governor's Office through GMAP.

To schedule a print assessment for your agency, call (360)-570-5555. When you call, ask about an upcoming Vendor Forum on Friday, May 16th, where actual case studies will demonstrate the value of this program. Join the others who have worthwhile information on cost containment and how you can streamline your agency print spend.

Where are they now?

Countless state employees began their careers at Consolidated Mail Services. We pride ourselves in great service and work ethics. Here's the story of just a few:

Dave Boudia – For many years Dave was the manager of the Sortation section for Campus and Incoming mail. Dave is currently at Lottery. Dave was very young when he began his state career and still smiles when he says he'll have 48-years of state service when he reaches 65.

Willy Baluyut – Willy was a driver back in the State Mail Service days when CMS was located in the basement of OB-2. He became the manager of the Distribution section (drivers) and had the most amazing memory for mailstops and addresses. He moved to the Department of Health, retired, and now works for the Department of Health again. Willy remembers the difficult switch from the alpha-numeric mailstops to the post office box numbers.

Martin Peters – Martin spent many years at the Department of Licensing before joining CMS in the early 90's. He was a multi-talented manager of the Presort and Insert sections. Martin left state service in 2004 to build hot rods. Since then he's also taken on several other hands-on enterprises.



Present day Willy Baluyut with 1968 hand truck.

Campus mail celebrates 40 years!

Continued from page 1 ...

CMS used over 9 million dollars in postage in 2007 alone. Yes, time has brought many changes but our commitment to providing value and outstanding customer service remains unwavering. Campus mail service is recognized by customers as a "best value" because of the prompt, secure, and cost effective handling of the mail. CMS is honored to have been an integral part of the State Agencies' mail process and looks forward to at least another 40 years of moving mail.

Sorting it out *Continued from page 3...*

the appropriate zip code. This re-running of mail ate up valuable processing time required for post office submittal. This window of time has diminished in recent years due to changing USPS deadlines and rising mail volume. In 2007, CMS saw its mail processing volume grow by 7.9 million pieces annually and is projected to presort over 34 million pieces of mail this year alone.

Our 16 year old OCR bin section was surpassing its life expectancy and its 64 bins well over capacity. After careful consideration, CMS decided to purchase a new 128 bin X-class sorting section with an additional 64 bins. It took months to plan, but the transition between systems was executed flawlessly on a 3 day weekend, primarily due to the efforts of the managers of the Presort section.

Our new equipment allows us to run faster, smoother, and process higher volumes, enabling us to ship more mail at presort prices.

If you would like to see this computerized, mechanized marvel in action call Consolidated Mail Services at 664-9507 to arrange a facilities tour.

Dates To Remember

May 11	Mother's Day
May 12	Postal Rate Increase
May 15	Central Services Rate Day
May 16	Customer/Vendor Forum on Print Assessments
May 18-21	National Postal Forum
May 26	Memorial Day
May 29	PRT/CMS Customer Forum on Sustainability
June 10	CMS Customer Training
June 15	Father's Day
June 30	Fiscal Year End
July 4	Independence Day

